

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 (Currently Amended): A method for facilitating computer based access to a location on a network by a consumer witnessing a presentation broadcast to the consumer, comprising the steps of:

providing a visual cue during the presentation apparent to the consumer and indicative of a relationship between the visual cue and the presence of the location on the network; and

5 releasing a launch control signal in association with the visual cue during the broadcast wherein a computer having an input device responsive to the launch control signal such that the control signal can both be recognized by the input device and control information contained in the control signal can be extracted therefrom to is enabled enable and control the computer thereby to access the location on the network upon the appearance of the visual cue and receipt of the control signal during the
 10 broadcast of the presentation, which control is facilitated from the broadcast with no user intervention.

2 (Original): The method of Claim 1, further comprising the step of:

attracting the consumer's attention to the computer for interacting with the location on the network in association with the access thereto.

3 (Currently Amended): The method of Claim 1, wherein the step of providing a visual cue precedes the step of releasing the launch control signal.

4 (Original): The method of Claim 1, wherein the step of releasing the launch signal precedes the step of providing a visual cue.

5 (Currently Amended): The method of Claim 1, wherein the steps of providing the visual cue and releasing the launch control signal occur substantially simultaneously.

6 (Currently Amended): The method of Claim 5 wherein the steps of providing the visual cue and releasing the launch control signal occur substantially within a predetermined defined interval of time.

7 (Currently Amended): The method of Claim 1, comprising the step of:
animating the visual cue during its appearance wherein the animation is accompanied by the launch control signal.

8 (Original): The method of Claim 7, comprising the steps of:
detaching one or more moving segments from a stationary portion of the visual cue; and
traversing a path with each detached segment about the stationary portion of the visual cue to a predetermined position adjacent thereto.

9 (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an alphanumeric character and the moving segment resembles a punctuation mark.

10 (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an iconic figure and the moving segment resembles an element of said iconic figure.

11 (Currently Amended): The method of Claim 1, wherein the step of releasing a launch control signal comprises the step of:

providing a sound signal as a part of the broadcast having a recognizable characteristic that is identifiable each time it occurs by the input device on the computer. the sound signal comprising the control signal.

12 (Cancelled)

13 (Currently Amended): The method of Claim [[12]] 11, wherein the frequency of the sound signal is outside the range of human hearing.

14 (Currently Amended): The method of Claim [[12]] 11, wherein the intensity of the sound signal is below the threshold of human hearing.

15 (Currently Amended): The method of Claim 1, wherein the step of releasing a ~~launch control~~ signal comprises the step of:

providing a light signal having a recognizable characteristic that is identifiable each time it occurs by the input device on the computer, the light signal comprising the control signal.

16 (Currently Amended): The method of Claim 1, wherein the visual ~~indicia~~ cue includes a logo.

17 (Original): The method of Claim 1, wherein the presentation witnessed by the consumer includes a program having audio and video content.

18 (Original): The method of Claim 1, wherein the presentation witnessed by the consumer includes a broadcast communication having audio and video content.

19 (Original): The method of Claim 1, wherein the presentation witnessed by the consumer includes a live presentation.

20 (Original): The method of Claim 1, wherein the presentation witnessed by the consumer includes a recorded presentation.

21 -37 (Canceled)